



THE UNIVERSITY OF TEXAS AT DALLAS

# Office of Communications

The Office of Communications provides strategic leadership to meet the challenge of shaping the character, direction and underlying principles of institutional communications at UT Dallas and takes primary responsibility for organizing university-wide resources in the areas of communication and marketing, brand identity and positioning, internal and external communications, message content, media visibility/media relations, and crisis communication.

## Marketing

The Office of Communications marketing division oversees creative concepts and designs for ads, Internet, brochures, billboards, tradeshow, videos, newsletters and all other collateral material that promotes the overall image of the university and its various schools and departments.

## University Web Services

The mission of [University Web Services](#) is to tell the story of UT Dallas better through effective web design, content development and management that builds public understanding of, and support for, the university. [More...](#)

## *Issues in Science and Technology*

[Issues](#) is a forum for discussion of public policy related to science, engineering, and medicine. Visit [www.issues.org](http://www.issues.org).



## News & Information

The Office of News and Information is a major force in positively enhancing the public image of UT Dallas, both in the Metroplex and beyond, largely through interaction with the news media.

## Visual Identity Guidelines

You can find the university's [visual identity guidelines](#) here, as well as a quick primer on proper usage of the [university logo and wordmark](#) for your website.

## Communications Council

The Communications Council is a collegial working group of communicators created to address common challenges, build understanding of policies and standards, and share information to leverage opportunities.

Review the recent presentation on communications strategy given by Susan Rogers, Vice President for Communications.

[Download PowerPoint](#) (Large - 17 MB)

(Requires [Microsoft PowerPoint](#))

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